

Message Text

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12

ACTION CU-03

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FM AMEMBASSY ABU DHABI

TO SECSTATE WASHDC PRIORITY 2801

LIMITED OFFICIAL USE ABU DHABI 0736

E.O. 11652: N/A

TAGS: OEXC, TC (FARAJ BIN HAMOUDAH)

SUBJ: NOMINATION FOR 1975 MULTI REGIONAL MARKETING INSTITUTIONAL
PROJECT

REF: (A) ABU DHABI 20 (B) ABU DHABI 383

1. EMBASSY REGRETS THAT FOR PERSONAL REASONS (WIFE HAVING THEIR FIRST CHILD) FARAJI BIN HAMOUDAH WILL BE UNABLE TO PARTICIPATE IN INTERNATIONAL MARKETING INSTITUTE PROJECT 23 JUNE - 2 AUGUST. HAMOUDAH WAS MOST APPRECIATE OF OFFER, HOWEVER, AND IS VERY INTERESTED IN PROJECT. HE EXPRESSED STRONG DESIRE TO BE CONSIDERED AGAIN IN FY 76.

2. IN VIEW ABOVE, EMBASSY PROPOSES THAT OUR ALTERNATE CANDIDATE (REF A PARA 5 (B)), HASSAN SHALABI, DIRECTOR GENERAL, ABU DHABI CHAMBER OF COMMERCE, BE APPROVED BY DEPT. FOR SUBJECT MULTI-REGIONAL PROJECT.

3. SHALABI IS AN EGYPTIAN CITIZEN WITH MANY YEARS EXPERIENCE IN THE UAE. HE IS IN HIS LATE FORTIES AND HAS EXCELLENT ENGLISH LANGUAGE PROFICIENCY. AS DIRECTOR OF ABU DHABI CHAMBER OF COMMERCE, HE PLAYS IMPORTANT ROLE IN EMBASSY'S COMMERCIAL PROGRAM UTILIZING CHAMBER'S FULL RESOURCES TO FACILITATE U.S.-UAE TRADE RELATIONS. PRO-WESTERN IN OUTLOOK, HE WELCOMES AND ENCOURAGES A GREATER U.S. COMMERCIAL PRESENCE IN THE UAE. AT SAME TIME, HE HAS GAINED RESPECT AND TRUST OF ABU DHABI'S WEALTHY MERCHANT FAMILIES AND IS PARTICULARLY CLOSE TO SHAIKH KAHLIFA AL-NAHAYAN, ABU DHABI'S CROWN PRINCE. HE IS CALLED

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UPON TO ADVISE ABU DHABI MERCHANTS ON IMPORTING, AGENCY-

DISTRIBUTOR RELATIONSHIPS, AND COMPANY ORGANIZATION. HE IS AN AGGRESSIVE AND IDEALISTIC MAN ANXIOUS TO ASSIST ABU DHABI MERCHANTS DEVELOP BUSINESS ACUMEN; ADOPT WESTERN MANAGEMENT AND MARKETING TECHNIQUES, AND INTRODUCE WESTERN AND PARTICULARLY U.S. TECHNOLOGY TO THE MARKET. IN 1974, SHALABI AND THE CHAMBER HOSTED OVER THREE HUNDRED TRADE AND COMMERCIAL DELEGATIONS. UNDER HIS DIRECTION, THE CHAMBER PUBLISHES A MONTHLY COMMERCIAL NEWSLETTER TO WHICH HE CONTRIBUTES ARTICLES ON SUCH TOPICS AS FOREIGN EXCHANGE MARKETS AND MONETARY REFORM.

4. EMBASSY STRONGLY RECOMMENDS APPROVAL SHALABI NOMINATION. THROUGH HIM, THE U.S. WILL BE REACHING THE CHAMBER'S MEMBERSHIP OF 1,500 AND ITS BOARD OF DIRECTORS COMPOSED OF THE EMIRATE'S FIFTEEN LARGEST MERCHANT FAMILIES. IN ADDITION HIS EXCELLENT QUALIFICATIONS, PRELIMINARY DISCUSSIONS WITH SHALABI ABOUT INSTITUTE PROJECT, HAVE INDICATED HE WOULD BE INTERESTED AND ABLE TO ATTEND IF INVITATION AVAILABLE.

5. IN INTEREST PINNING DOWN SHALABI FOR THIS PROJECT AND BEARING IN MIND PRESSURE OF CHAMBER BUSINESS WHICH HE FACES, EMBASSY BELIEVES IT ESSENTIAL GIVE HIM AS MUCH ADVANCE NOTICE AS POSSIBLE. THEREFORE REQUEST CU AUTHORIZE EMBASSY EXTEND OFFICIAL INVITATION TO SHALABI ASAP PREFERABLY NO LATER THAN APRIL 10.
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